

STEFFAN HAEBERLE
Online Marketing Manager & Search Engine Consultant

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OBJECTIVE

Acquire a position as an online marketing manager and SEO strategist with responsibilities and compensation comparable to my experience and level of expertise

FIND ME ON THE WEB!

SOCIAL NETWORKS

twitter.com/steffanlv

linkedin.com/in/steffanh

VIEW MY PORTFOLIO

<http://steffanhaeberle.com>

KEY SKILLS

10 years of experience in and possess extensive knowledge of Search Engine Optimization, Search Engine Marketing tactics and Search Engine manipulation software & services

Thorough knowledge and experience with XML, XHTML, Javascript, ColdFusion, Flash, AJAX, CSS, MySQL, PHP, web services, agile development, and web standards

Experience consulting with clients and businesses on projects, developing project plans and statements of work, possess strong time-management, team based management and multi-tasking skills

Possess 15 years experience in programming, graphics design, software development and networking

EXPERIENCE

Experienced in ColdFusion, XHTML, CSS, Javascript, MySQL, Adobe CS Suite, PDF creation and coding, XML, ASP, SOAP, vbscript, Salesforce API, PHP, Shell scripting and batch files. Other experience includes working in 3D Studio Max, Maya, Photoshop, Illustrator and Fireworks

Digital marketing expertise includes experience in consumer marketing, SEO, SEM, promotion management, viral campaigns, email campaigns, social media management, strategic positioning, social marketing, content syndication, PPC advertising, affiliate advertising and offline marketing campaigns focusing on print ads, trade shows and TV spots

SEO ACCOMPLISHMENTS

- Zexzoo.com | Top 10 rankings in search engines for "daily deals", "online deals", "vegas deals", "deal of the day" & "las vegas nightclubs" (and several related keywords)
- steffanhaeberle.com | Top 5 rankings in search engines for "las vegas seo", "los angeles seo" & "las vegas search engine optimization" (and several related keywords)
- SpearmintRhinoLV.com | Top 5 rankings in search engines for "stripclub", "las vegas gentlemen club", "las vegas strip club" & "las vegas strippers" (and several related keywords)
- TheOGVegas.com | Top 10 rankings in search engines for "male revue", "vegas male revue", "vegas stripclub" & "vegas gentlemen's club" (and several related keywords)

* Analytics and reporting for proof available upon request

PROFESSIONAL EXPERIENCE

WEB DIRECTOR, SEO STRATEGIST

Rackwise, LLC, Las Vegas, Nevada - 8.2008 – present

- Redesigned Rackwise.com to corporate specifications
- Created customized reporting, tying together Google Analytics, Salesforce, Adwords, keyword trending and other SEO related metrics
- Provided strategies and implemented on-site and off-site SEO to rank Rackwise.com at the top of search engines for main, competitive keywords
- Assisted in the design and development of Search Engine Marketing and PPC campaigns, reducing monthly expenditures for all campaigns by 33% on average

WEB MASTER, SEO DIRECTOR

OG Gentlemen's Club / Sophia's Gentlemen's Club, Las Vegas, Nevada - 11.2015 – present

- Redesigned both theogvegas.com and sophiasvegas.com using XHTML and CSS
- Provide strategies and implementation of SEO for theogvegas.com and sophiasvegas.com
- Design web graphics, flyers, print ads, business cards and infographics as needed
- Implemented fully functioning eCommerce using Stripe and Authorize.net APIs

WEB DEVELOPER/DESIGNER, SEO DIRECTOR

Zexzoo/MyCitySocial, Las Vegas, Nevada - 2.2010 – 1.2015

- Assisted with development of zexzoo.com using ColdFusion, XHTML and CSS
- Provided strategies and implemented SEO for Zexzoo.com
- Assisted in the design and development of Social Media and PPC campaigns
- Designed web graphics, flyers, print ads, business cards and infographics as needed

WEB DEVELOPER/DESIGNER, SEO DIRECTOR

K-Kel, Las Vegas, Nevada - 2.2010 – 2.2015

- Designed and programmed the spearmintrhinolv.com website using ColdFusion
- Provided strategies and implemented SEO for spearmintrhinolv.com
- Assisted in the design and development of Social Media and PPC campaigns for the club
- Designed web graphics, flyers, print ads, business cards and infographics as needed

WEB DESIGNER/DEVELOPER, SEO CONSULTANT

Selling Source, Las Vegas, Nevada - 7.2007 – 8.2008

- Developed websites using valid CSS, XHTML and PHP
- Provided strategies and implemented SEO into new and existing websites
- Assisted in the design and development of Search Engine Marketing and PPC campaigns throughout corporate sites
- Assisted with identity branding for corporate sites

WEB DEVELOPER

Mojo Interactive, Inc., Orlando, Florida - 1.2005 – 7.2007

- Responsible for programming and maintaining web site that has over 650,000 unique visitors each month
- Created code using AJAX, SOAP, HTML and CSS
- In charge of programming for Sales Force integration and coordination
- Intimate knowledge of programming standards, database design and maintenance
- Created documentation and standards for all programming done for various websites
- Responsible for Search engine optimization
- Sales Force API programming using SOAP and Java SObjects

HELP DESK SUPPORT/WEB DESIGN SUPERVISOR

CBIZ, Orlando, Florida, 7.2002 – 12.2004

- Responsible for assisting employees and clients with technical support
- In charge of a dedicated team of tech specialists who supported over 300 employees
- Created custom software using PDFs, ASP, HTML, MYSQL, PHP and XML
- Responsible for the creation of documentation instructing the programming staff on how to code for various client needs
- Responsible for routinely creating and maintaining documentation for all of our in-house users and field staff on subjects that explain processes and procedures
- Created HTML/PHP based feedback websites for clients

MULTIMEDIA DEVELOPER/GRAPHIC ARTIST

StarMedia, Inc., Orlando, Florida, 2.2000 – 1. 2002

- Created interactive software using various programming, database and graphics applications
- Created computer software, corporate and personal web sites, made interactive CDs and DVDs
- 3D art & animator with experience in 3DMax, Illustrator, Premier and After Effects

EDUCATION

VALENCIA COMMUNITY COLLEGE, ORLANDO, FLORIDA

AS Computer Science - 1997–1999 [3.75 GPA]

PROFESSIONAL REFERENCES

Arnold Dela Cruz | Creative Director

11357 Los Osos Valley Rd, San Luis Obispo, CA, 425 // 351-4645

Gene Eades | CTO, Zexzoo.com & Desire Gentlemen's Club

Tampa, FL, 702 // 370-0515

Keven Ellison | Sr. Marketing Strategist

Las Vegas, NV, 702 // 683-6258

view my professional references at [linkedin.com/in/steffanh](https://www.linkedin.com/in/steffanh)